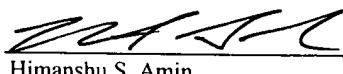


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Date: 2/21/01  
Himanshu S. Amin

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): Heckerman, et al.

Serial No: 09/430,767

Filing Date: October 29, 1999



Examiner: Unknown

Art Unit: 2776

Title: CLUSTER-BASED AND RULE-BASED APPROACH FOR AUTOMATED  
WEB-BASED TARGETED ADVERTISING

**Assistant Commissioner for Patents  
U.S. Patent and Trademark Office  
Washington, D.C. 20231**

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**POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST  
(REVOCATION OF PRIOR POWERS) AND  
CERTIFICATE UNDER 37 C.F.R. §3.73(B)**

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As assignee of record of the entire interest of the above identified application, by virtue of an assignment recorded in the U.S. Patent and Trademark Office on October 29, 1999 at Reel 010365 and Frame 0829, hereby revokes all power of attorney previously given, and the following attorney(s) and/or agent(s) are hereby appointed to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Himanshu S. Amin, Registration No. 40,894; Gregory Turocy, Reg. No. 36, 952; Christopher P. Harris, Reg. No. 43,660; Eric M. Highman, Reg. No. 43,672; Gary J. Pitzer, Reg. No. 39,334; John T. Kalnay, Reg. No. 46,816; Paul V. Keller, Reg. No. 42,713; William J. Cooper, Reg. No. 44,629; Deborah Liu, Reg. No. P-47,753 and Jeffrey R. Sadlowski Reg. No. P-47,914. Katie E. Sako, Reg. No. 32,628 and Daniel D. Crouse, Reg. No. 32,022.

**Send Correspondence To:**

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MICROSOFT CORPORATION, a corporation formed under the laws of the state of Washington certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of an assignment from the inventor of the application identified above. The assignment was recorded with the U.S. Patent and Trademark Office on October 29, 1999 at Reel 010365 and Frame 0829.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of the undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true, and further that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 2/20/2001



Daniel D. Crouse  
Assistant Secretary

Signature of Authorized Official

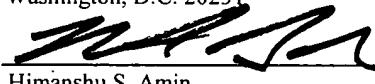
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): Heckerman, et al.

Examiner: Unknown

Serial No: 09/430,767

Art Unit: 2776

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Title: CLUSTER-BASED AND RULE-BASED APPROACH FOR AUTOMATED  
WEB-BASED TARGETED ADVERTISING

**Assistant Commissioner for Patents  
U.S. Patent and Trademark Office  
Washington, D.C. 20231**

**CHANGE IN CORRESPONDENCE INFORMATION**

Dear Sir:

Please change the correspondence information in the above-identified patent application to:

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